

Initiatives of the Oita–Cameroon Friendship Association and Challenges for SMEs to Enter Cameroon

Friendship Association Cameroon and Oita–Japan

TMT.Japan Co.,Ltd

Yokoyama Tomoki

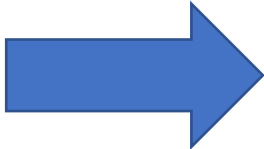
self-introduction

- Name : Yokoyama Tomoki
- Date of birth : 1971.9.25 (50)
- Main Company: Sanwa-Press Co., Ltd
(making steel parts factory)
- TMT.Japan Co., Ltd established in 2012
- 2014 : JICA ~ Case Study Investigation ~ adoption
- 2016 : JICA ~ Dissemination and Demonstration Project ~ adoption
- 2017 : Friendship Association established (FACO)
- 2021 : Receipt of the Overseas Establishment Director's Commendation

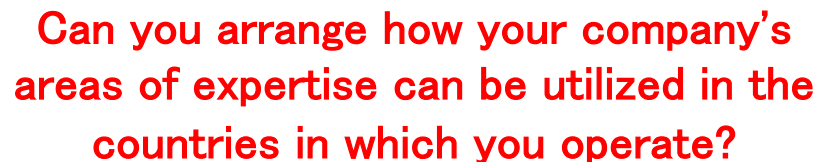
Cameroon Business Attraction

Japanese Small and Medium Enterprises

- technology
 - development
 - Manufacturing
 - Food Manufacturing
 - technical support
 - Packaging Materials
 - raw materials
 - recycling business
 - environmental business
- etc...



Different biz opportunities can be found in any different fields.



Can you arrange how your company's areas of expertise can be utilized in the countries in which you operate?

Challenges for SMEs Gateway to Cameroon

- To know Cameroon

 - ⇒ Initial information gathering with the support of the Cameroonian Embassy and Friendship Association

- Few precedents for companies entering Cameroon

 - ⇒ 11 Japanese companies have entered Cameroon (Ministry of Foreign Affairs HP)

- Conducting on-site surveys and consultations

 - ⇒ Established a Japanese subsidiary in Cameroon to provide local travel and various support services.

- Little Japanese government support for SMEs to expand into Africa

 - ⇒ Difficult to advance through government development assistance

Friendship Association Cameroon and Oita–Japan (FACO)

- Multiple companies participate to ensure a voice.
⇒ Even in Oita Prefecture, which has close ties with Cameroon, a single company's efforts would not be taken seriously.
- Objective: Promoting economic exchange between Cameroon and Japan
- Organize business meetings (Conducted 3 times)
- Implementation of study tour to Cameroon (2017)
- On-site survey support for member companies of the Friendship Association



**Member company's project selected for JICA project
(2020)**

Friendship Association Cameroon and Oita-Japan (FACO)



business meeting



TICAD7

Interview with the head of the Cameroonian government



Field Survey (Interview with the Minister of Commerce)



Participated in a festival in Oita

Projects we are working on①

~Small-scale hydroelectric power generation business~

- Oita Prefecture has one of the highest self-sufficiency rates for renewable energy in Japan
 - ⇒ Small hydroelectric power plant can be built by a team of small and medium-sized enterprises in Oita
- 2021 Conducted FS survey with support from Oita Prefecture
 - ⇒ Ensure that there is a clear request
- Working with Oita Prefecture to commercialize the project through SME ODA scheme
 - ⇒ An overseas working group was established in the Oita Prefecture Energy Industry Enterprise Association.

Struggling to set a precedent for small business ODA

Projects we are working on①

~Small-scale hydroelectric power generation business~



Interview with Mayor Massondo



AER Survey



FACO Survey

Projects we are working on②

～Cameroon Coffee Imports～

- Bringing Cameroonian Products to Japan
 - ⇒Japan→Cameroon、Cameroon→Japan Interactive Business
- 2020 Crowdfunding is conducted
 - ⇒We receive 144% of our goal
- 2021 Test import of 15 tons of green beans
 - ⇒Cameroonian coffee is rarely imported to Japan.
 - ⇒Taste is well received, but there are issues to be addressed for sales in Japan.
- Formation of projects for technical assistance in the production area is underway.
 - ⇒Adding value to green beans and protecting farmers (Realization of Fair Trade)

Projects we are working on②

～Cameroon Coffee Imports～



Visit UCCAO



Green Bean Production Factory Inspection



Cameroon coffee arriving in Oita



Also sold at events in Oita City

Why it is very advantageous to enter Cameroon now

① Cameroonian Government Hopes to Create Jobs through Japanese Business Expansion

② Supported by the Embassy of Cameroon in Japan and the Friendship Association

⇒ Information can be obtained from both public and private branches before going to the site.

③ Public and private support centers exist in Cameroon.

⇒ Embassy of Japan, JICA Cameroon Office, TMT.CameroonSarl

Now is the time to enter Cameroon !

Thank you very much for your attention.